

# 2024

## COMMUNITY ENGAGEMENT YEARBOOK

MANITOBA  
**BLUE CROSS**®  
THE COLOUR OF CARING®



# Land acknowledgement

We acknowledge that our home office is located on ancestral lands in Treaty 1 territory and that the land on which we conduct business is Treaty 1, 2, 3, 4, 5 and 6 territory, and the traditional territory of Anishinaabeg, Anish-Ininiwak, Dakota, Dene, Ininiwak and Nehethowuk and the homeland of the Métis Nation.



Manitoba Blue Cross's Healing Space located in our Employee Assistance Centre

## Journey of reconciliation

As an organization, we are committed to the Journey of Reconciliation and doing our part to respond to the Truth and Reconciliation Commission's Calls to Action. Our goal is to focus on growth and building knowledge as an organization.

We are partners with the Winnipeg Indigenous Accord, an initiative by the City of Winnipeg that aims to make the city a better place to live based on mutual respect, equal opportunity and hope. By signing the accord, we agree to report the results of our commitment and future goals each year to ensure continued success and development. We are also identifying opportunities to act on the National Inquiry into Missing and Murdered Indigenous Women and Girls' calls for justice.

### Our actions include:

- partnership and consultation with Manitoba's Indigenous community.
- development and implementation of strategies to support workforce and board representation and inclusion of Indigenous talent.
- creation of an Equity, Diversity and Inclusion policy that conveys our support to represent the diversity of our community and leverage the full potential of every employee.
- maintaining a diversity committee to identify opportunities to promote a respectful and inclusive workplace culture.
- offering the opportunity for employees to voluntarily declare their personal diversity identification to ensure we can better understand the composition of our workforce and its representation of the community.
- honouring the National Day for Truth and Reconciliation by providing employees with information and learning opportunities to further understand the history and important issues pertaining to residential schools and reconciliation.
- creation of the Manitoba Blue Cross Indigenous Northern Scholarships to support Indigenous students pursuing careers in social work or counselling and promote diversity and inclusion of Indigenous talent in these fields.
- offering resources to help our members access support that draws on Indigenous healing approaches and traditions through our Employee Assistance Program, including a dedicated Healing Space within our EA Centre, Elders, Indigenous resource consultation, interpreter language services and more.

# About us

## *Our legacy*

While our name officially became Manitoba Blue Cross 50 years ago, our roots trace back to 1938 during the Great Depression. Originally founded as the Manitoba Hospital Services Association, a non-profit, hospital-sponsored association, we were born out of the need to help Manitobans facing overwhelming hospital bills and to support a hospital system under financial strain. From these humble beginnings, our commitment to the health and wellness of all Manitobans has only grown stronger.

Today, we proudly provide health benefits with industry-leading coverage, supported by the strength of a national network. Whether in Manitoba or beyond, our members can count on us to deliver exceptional care and support.



**Proudly  
made in  
Manitoba**



**50 years of  
caring for our  
community**



**Deep roots  
in local  
health care**

## *Who we support*

Manitoba Blue Cross impacts over 300 communities by contributing to a range of valuable causes through sponsorships, donations, volunteerism and active participation in local events. We strive to support charitable organizations across the province and empower them to do what they do best.

## Driven by a shared *vision*

To be the trusted and essential health and wellness partner for all Manitobans.

## Guided by *our values*

We are a caring corporation committed to the following:

**Integrity** – We engage with all our stakeholders fairly, equitably and honestly.

**Respect** – We honour and trust our stakeholders, supporting and encouraging each other in our endeavours.

**Inclusivity** – We provide an equitable workplace and offer products and services that value, include and represent the communities we serve.

**Community** – We engage in activities on a corporate and individual basis that support and strengthen our communities.

**Transparency** – We commit to being accountable to our internal and external stakeholders, earning their trust and goodwill by encouraging the open sharing of information with them.

# A message from our president and CEO

At Manitoba Blue Cross, our top priority is the health and well-being of all Manitobans. In 2024, our commitment to fostering stronger, healthier communities has only deepened as we continue to support a range of initiatives that uplift individuals and families across the province.

Our dedication to community engagement is rooted in five key areas:



**Wellness and mental health**



**Community development**



**Diversity, equity and inclusion**



**Scholarships and bursaries**



**Health education and research**



Manitoba is known as a province that gives back, and this spirit of giving not only inspires our charitable efforts but also motivates us to do more and continue evolving our work each year.

I want to express my deepest gratitude to our partners and employees for their continued commitment and hard work. Your efforts make a meaningful difference every day, and together, we are shaping a healthier, more connected Manitoba.

I invite you to explore the following pages and discover our various contributions to our communities over the past year. Every achievement and milestone we celebrate is thanks to the collective dedication of our team, our partners and the Manitobans we serve. We couldn't have done it without you.



**Benjamin Graham**

President and Chief Executive Officer  
Manitoba Blue Cross

# Wellness and mental health



Manitoba Blue Cross recognizes that wellness extends beyond physical health, as mental health significantly impacts overall well-being and the ability to live a full life. We invest in initiatives that foster a holistic view of wellness and support the diverse needs of Manitobans. By promoting awareness, education and access to wellness and mental health initiatives, we empower individuals, families and communities to thrive.



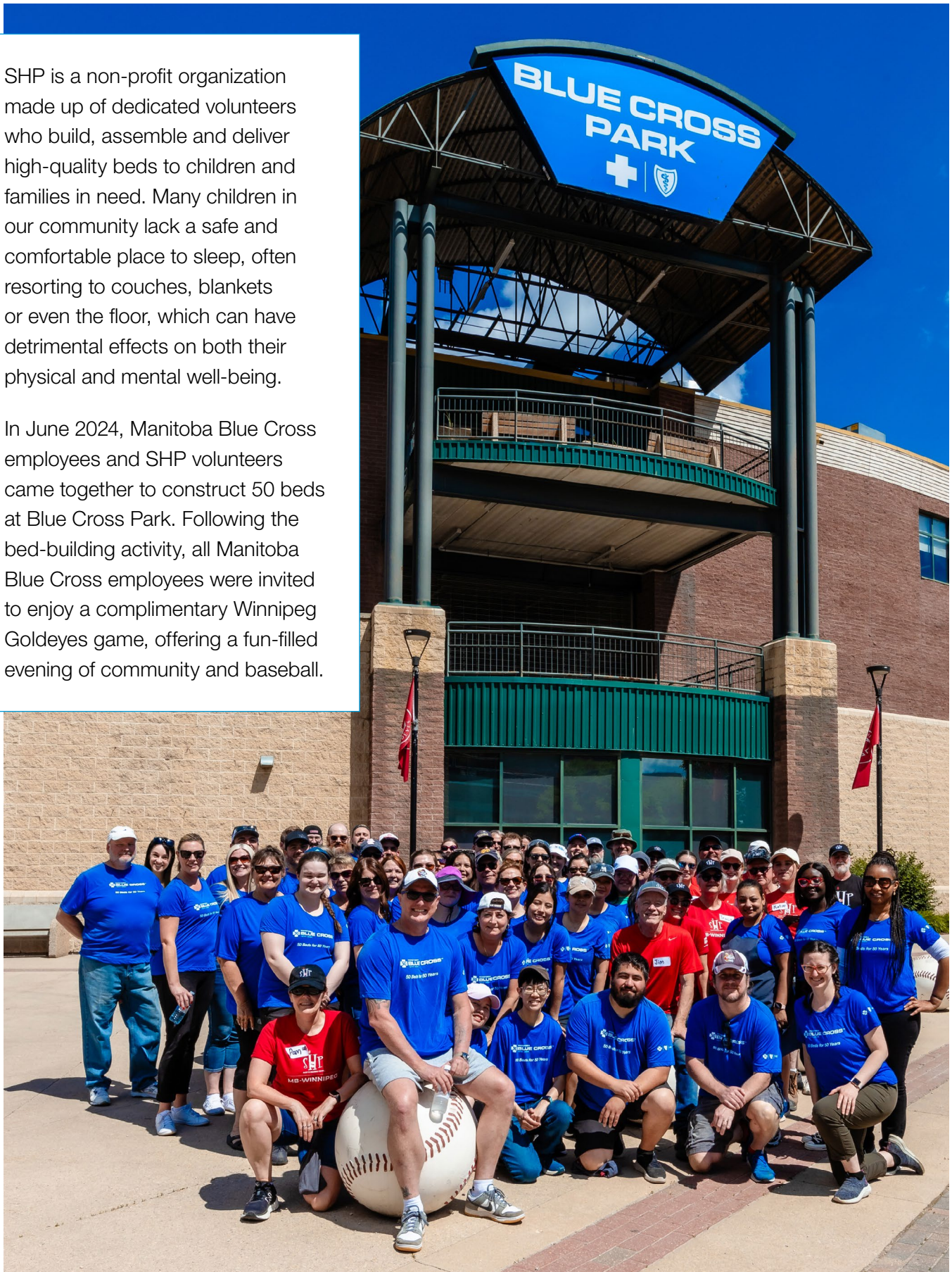


# 50 Beds for 50 Years campaign

In honour of our 50th anniversary, Manitoba Blue Cross partnered with Sleep in Heavenly Peace (SHP) to launch 50 Beds for 50 Years, a campaign aimed at supporting SHP's mission of ensuring no child in our community has to sleep on the floor. At the heart of this initiative were Manitoba Blue Cross employee volunteers, who worked alongside SHP to build 50 beds for 50 children in the community.

SHP is a non-profit organization made up of dedicated volunteers who build, assemble and deliver high-quality beds to children and families in need. Many children in our community lack a safe and comfortable place to sleep, often resorting to couches, blankets or even the floor, which can have detrimental effects on both their physical and mental well-being.

In June 2024, Manitoba Blue Cross employees and SHP volunteers came together to construct 50 beds at Blue Cross Park. Following the bed-building activity, all Manitoba Blue Cross employees were invited to enjoy a complimentary Winnipeg Goldeyes game, offering a fun-filled evening of community and baseball.





To encourage involvement from the public, we also organized a community bedding drive for new, twin-sized bedding items, including comforters, blankets, pillows and sheet sets. The initiative kicked off with a live morning broadcast from the Ace Burpee Show on Virgin Radio at our home office, featuring interviews with Jim Thiessen, co-president of SHP and Benjamin Graham, president and CEO of Manitoba Blue Cross. Many listeners even visited our office during the show, generously making donations that morning.



*A good night's sleep can profoundly affect a child's mental and physical health, and we are committed to making a restful night a reality for more local kids.*

**-Benjamin Graham**  
President and Chief Executive Officer,  
Manitoba Blue Cross



The final phase of this initiative took place on July 6, when volunteers from Manitoba Blue Cross and SHP came together once again to deliver and install the 50 beds for 50 well-deserving children.

**We are deeply grateful to the community for helping us celebrate our 50th anniversary in such a meaningful way.**



*There are between three and four thousand children without a bed to call their own in Winnipeg today. With such an immediate need in the community, Sleep in Heavenly Peace's drive and dedication to providing a bed to every child is awe-inspiring. Having moved around a lot as a child, I understand the impact a bed has on a child's well-being. I am so proud to be part of the Sleep in Heavenly Peace initiative and will be volunteering with them for many years to come.*

**-Dallas McEvoy**




Application Development Team Lead,  
Business Technology and Innovation Services,  
Manitoba Blue Cross



# Stone Soup Week

In March 2024, the Child Nutrition Council of Manitoba (CNCM) hosted its 12th annual Stone Soup fundraiser in support of school meal and snack programs across the province. Inspired by the old Stone Soup folklore, a story about a community coming together to feed a tired and hungry traveler, Stone Soup Week unites local businesses and the community to help ensure every child has access to nourishing food.

From March 11-17, participating restaurants created signature soups and donated \$1 from every bowl sold to the CNCM. Manitoba Blue Cross proudly supported this initiative, with all funds directly contributing to nutritious meals and snacks for students across Manitoba.

- 39**  **local restaurants participated**
- \$27K**  **raised = 13K breakfasts for children across Manitoba**
- +1 in 5**  **Manitoba children experience household food insecurity**



*Manitoba Blue Cross is a longtime supporter of Stone Soup Week. With food costs higher than ever, their contribution is especially important and allows us to reach more students, in more schools, every day. Funds raised stay in Manitoba to support over 400 school meal and snack programs, accessed by more than 60,000 students daily. Seeing the way the community comes together during Stone Soup Week truly embodies the essence of the Stone Soup folktale.*

**-Maxine Meadows**  
Community Dietitian and Operations Manager,  
Child Nutrition Council of Manitoba



## ABOUT THE CHILD NUTRITION COUNCIL OF MANITOBA

Since 2001, the CNCM has been dedicated to supporting children by raising funds for school meal and snack programs throughout Manitoba. In addition to funding nutrition programs, the CNCM advocates for school nutrition policies, raises awareness about food security and provides guidance to decision makers in developing food and health policies. Today, the CNCM is a recognized leader in championing school meal and snack programs for children in the community.

# Trees of Joy event

In November 2024, Manitoba Blue Cross had the unique opportunity to participate as a sponsor in Make-A-Wish Canada's Trees of Joy event in Winnipeg.

This special event brings together sponsors and wish kids with their families to create an unforgettable experience during the holidays. Together, they design and decorate the child's dream Christmas tree, turning their vision into reality. Following the event, the decorated tree is delivered to the family's home, becoming a much-needed symbol of hope and joy for a family navigating challenging times.

## PROVIDING ASSURANCE SINCE 1989

As part of the Canadian Association of Blue Cross Plans, we have been proud partners of the Make-A-Wish Foundation of Canada since 1989. This valuable organization grants wishes for children who have been diagnosed with a serious, life-threatening illness. As supporters of this charity, Manitoba Blue Cross provides premium-free travel coverage to Manitoba children and their families any time a travel wish is granted.



*Dulcie thoroughly enjoyed the experience and was extremely happy with the tree that was presented. It was exactly as she had pictured it! The rest of us also enjoyed the experience and the tree was actually above and beyond what we were expecting. We were pleasantly surprised and glad to have such a lovely gift to place in our living room for the holidays! Many thanks to Manitoba Blue Cross for the time and effort put into the tree and the friendly company during the lunch.*

-Dulcie's family,  
Recipient of a customized tree

23 

wish kids and their families received a tree

+\$230K 

raised through the Trees of Joy event (enough to grant 23 new travel wishes in the local community)

1,438 

travel wishes granted nationally in 2024

90% 

of children said their wish experience improved their overall quality of life

88% 

of medical practitioners said a wish improves a child's overall physical and emotional well-being



## LEADING A PATH FORWARD


For over 28 years, Bravestone Centre has been a source of hope for women and their children affected by domestic violence. They offer secure on-site housing, individual and group therapeutic counselling, support programs, advocacy and connections to community resources.



# Bravestone Centre support

Manitoba Blue Cross is proud to support Bravestone Centre as we continuously find new ways to raise funds for this impactful organization.

In 2024, we hosted a successful silent auction fundraiser at our annual board dinner, where board members and the senior leadership team gathered at the Manitoba Club. All proceeds from the fundraiser were donated to Bravestone Centre. Additionally, Manitoba Blue Cross served as a sponsor for Bravestone Centre's annual Sunday brunch fundraiser for the third consecutive year and our commitment extended even further through our IT team, who raised additional funds by selling our retired company laptops.

**17**  families welcomed to the program in 2024

*Manitoba Blue Cross has been an incredible partner to Bravestone Centre and the community in 2024. As the presenting sponsor of our annual Sunday brunch fundraiser, Manitoba Blue Cross's generosity was the cornerstone of its success. Their commitment to raising awareness during Domestic Violence Awareness Month through our community interview highlighted this critical issue, empowering us to continue making a difference. We are deeply grateful for Manitoba Blue Cross's support and dedication to our organization.*

-Lori Rudniski  
Executive Director,  
Bravestone Centre



# MindTriggers digital app



In March 2024, Manitoba Blue Cross partnered with the University of Manitoba's Dr. Zahra Moussavi to endorse MindTriggers, a digital app designed to combat memory loss and cognitive impairment associated with aging or dementia. MindTriggers features a variety of interactive exercises, grounded in Dr. Moussavi's extensive research in brain stimulation and memory retrieval.

This partnership highlights Manitoba Blue Cross's commitment to promoting mental health and cognitive wellness. By offering MindTriggers at no cost to members and the public through our digital wellness platform, we ensure this innovative resource is easily accessible to the community, empowering individuals to enhance and preserve their cognitive health.

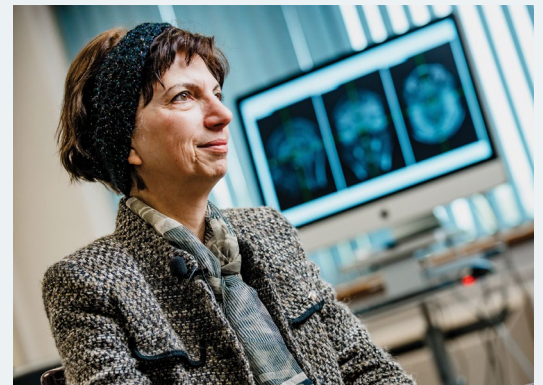
In a recent study led by Dr. Zahra Moussavi, the repeated use of the MindTriggers app was significantly linked to the **improvement of cognitive functions of older adults with dementia**. That improvement lasted at least one month after the end of the intervention.



“

*What makes MindTriggers an overall unique app is that it has been geared toward the capabilities of people who are losing their memory and at the onset of dementia – either there is mild cognitive impairment or they're experiencing early to moderate stages of Alzheimer's and dementia. It even has enough difficulty levels for people with mild cognitive impairment or for people who are considered “healthy” and have some concerns and just want to have a sharper mind.*

**-Dr. Zahra Moussavi**  
Professor and Canada Research Chair in  
Biomedical Engineering,  
University of Manitoba



**In 2024, Manitoba Blue Cross contributed to other valuable causes that support the health and well-being of children, families and older adults, including, but not limited to:**



**Active Aging in Manitoba:  
Manitoba 55+ Games**



**Alzheimer Society of Manitoba's  
Care4u Family Conference**



**Children's Rehabilitation  
Foundation's Cruisin' To  
Change Lives**



**Children's Hospital Foundation of  
Manitoba's Teddy Bears' Picnic**

# Grace Hospital Day

In 2022, the Government of Manitoba declared the second Friday in May as Grace Hospital Day – an annual celebration dedicated to supporting the community, patients and staff. Proceeds from the 2024 event contributed to the development of minimally invasive surgery suites, aiming to provide patients with safer and faster procedures with reduced recovery times. Funds also went towards building a brand-new, state-of-the-art Intensive Care Unit, increasing the number of available beds.

The festivities featured live entertainment, a free barbeque, refreshments, an online art auction, a petting zoo and performances by Sleepy the Clown and friends at the Winnipeg Circus Club.

Manitoba Blue Cross proudly sponsored this event and had our wellness ambassadors on-site to engage attendees with wellness games and prizes. Our beloved mascot, Big Blue, also made a special appearance, bringing joy to both children and adults alike.

  
**+\$137K**  
raised through  
the event

  
**+800**  
people from the  
community attended



“

*Manitoba Blue Cross was an amazing sponsor for Grace Hospital Day 2024! They went above and beyond to make our event memorable. Knowing that we had a large community event planned, they were able to bring their mascot, Big Blue, to greet the families that would be visiting. It was great to see them connecting with our staff and members of the community as well as answering questions, taking pictures and helping to create a fun atmosphere for everyone. We cannot thank Manitoba Blue Cross enough for their presence at our event and we are happy to welcome them back for 2025!*

**-Yvonne Dubé**

Communications and Event Coordinator,  
Grace Hospital Foundation

## ABOUT GRACE HOSPITAL

Established in 1904, Grace Hospital is one of three acute healthcare centres in Winnipeg. It serves patients from all areas of the city and surrounding communities and is the cornerstone of the Grace Health Campus, which also includes Grace Hospice and Access Winnipeg West.


# Winnipeg Gutsy & Glamorous Gala



In March 2024, Crohn’s and Colitis Canada hosted its 15th annual Winnipeg Gutsy & Glamorous Gala, an evening filled with entertainment, fundraising and a prominent focus on the impact that Crohn’s disease and ulcerative colitis has on patients and caregivers. The event featured inspiring speakers, showcased groundbreaking research projects and highlighted essential patient support programs.

Manitoba Blue Cross contributed funds to support this impactful event, helping to improve the lives of those affected by Crohn’s disease and ulcerative colitis in our communities.

**+10K**  **Manitobans living with Crohn’s or ulcerative colitis**

**720**  **Manitobans are diagnosed every year**

*Crohn’s and Colitis Canada is on a relentless journey to cure Crohn’s disease and ulcerative colitis while improving the quality of life for those affected. Thanks to partners like Manitoba Blue Cross, we can continue funding world-class research and expanding critical patient support programs. A number of researchers from the University of Manitoba are currently receiving research funding, and our Promoting Access and Care through Centres of Excellence initiative brings together experts from across the country – including those from the University of Manitoba – to improve health outcomes. With Manitoba Blue Cross’s support, we are making meaningful strides.*

-Danielle Redekop  
Manager, Events,  
Crohn’s and Colitis Canada



## ABOUT CROHN’S AND COLITIS CANADA

Since 1974, Crohn’s and Colitis Canada has been committed to finding cures for Crohn’s disease and ulcerative colitis while improving the lives of those affected. The organization has funded nearly 400 research grants, investing \$150 million into world-leading Canadian research, including projects that offer realistic hope for a cure. Beyond research, the organization provides support that enhances the quality of life and reduces the isolation of living with or caring for someone with Crohn’s or colitis. This includes mobile apps, scholarships, an online community and trusted informational resources that can be accessed online, in person or through webinars.

**In 2024, Manitoba Blue Cross provided support for a range of organizations and events dedicated to advancing health care and raising awareness for important causes, including, but not limited to:**

Health Sciences Centre Foundation

Misericordia Health Centre Foundation

Kidney Foundation of Canada

Multiple Sclerosis Society of Canada



Manitoba Motorcycle Ride for Dad



Pink Ribbon Ladies Golf Classic for Hope



Riverview Health Centre Foundation's Cycle on Life



St. Boniface Hospital Foundation's Rosé Soirée



Victoria Hospital Foundation's Miracle Garden Party

# Easter Seals Drop Zone




In August 2024, two brave Manitoba Blue Cross employees took on an incredible challenge: rappelling 272 feet down Winnipeg's Manitoba Hydro Place as part of the Easter Seal's Drop Zone event in support of Manitoba Possible.


Lindsay McLeod, our community relations coordinator, and Shirley Tam, executive assistant, proudly represented Manitoba Blue Cross, dressed as the beloved Minions. They were cheered on by our wellness ambassadors along with a supportive group of friends and family.

This adrenaline-filled, annual event raises funds for Manitoba Possible, a non-profit organization dedicated to enhancing the well-being of Manitobans with disabilities. By supporting this meaningful cause, Manitoba Blue Cross helps foster inclusive communities that make Manitoba an even better place to live, work and play.

**+\$82K**  raised through the event

**75K**  Manitobans live with disabilities

**14,235**  wheelchair users supported through Manitoba Possible's Manitoba Wheelchair Program

**783**  children and families supported through Manitoba Possible's Children's Service Coordination

## ABOUT MANITOBA POSSIBLE

Since 1950, Manitoba Possible has been dedicated to creating a more inclusive and accessible society for all. They offer 15 program areas that support children, youth and adults with disabilities across three Winnipeg locations and six regional offices throughout Manitoba.



**In 2024, Manitoba Blue Cross contributed to other important causes that support Manitobans with disabilities, their families and their communities, including, but not limited to:**



Tab's for Wheelchairs program



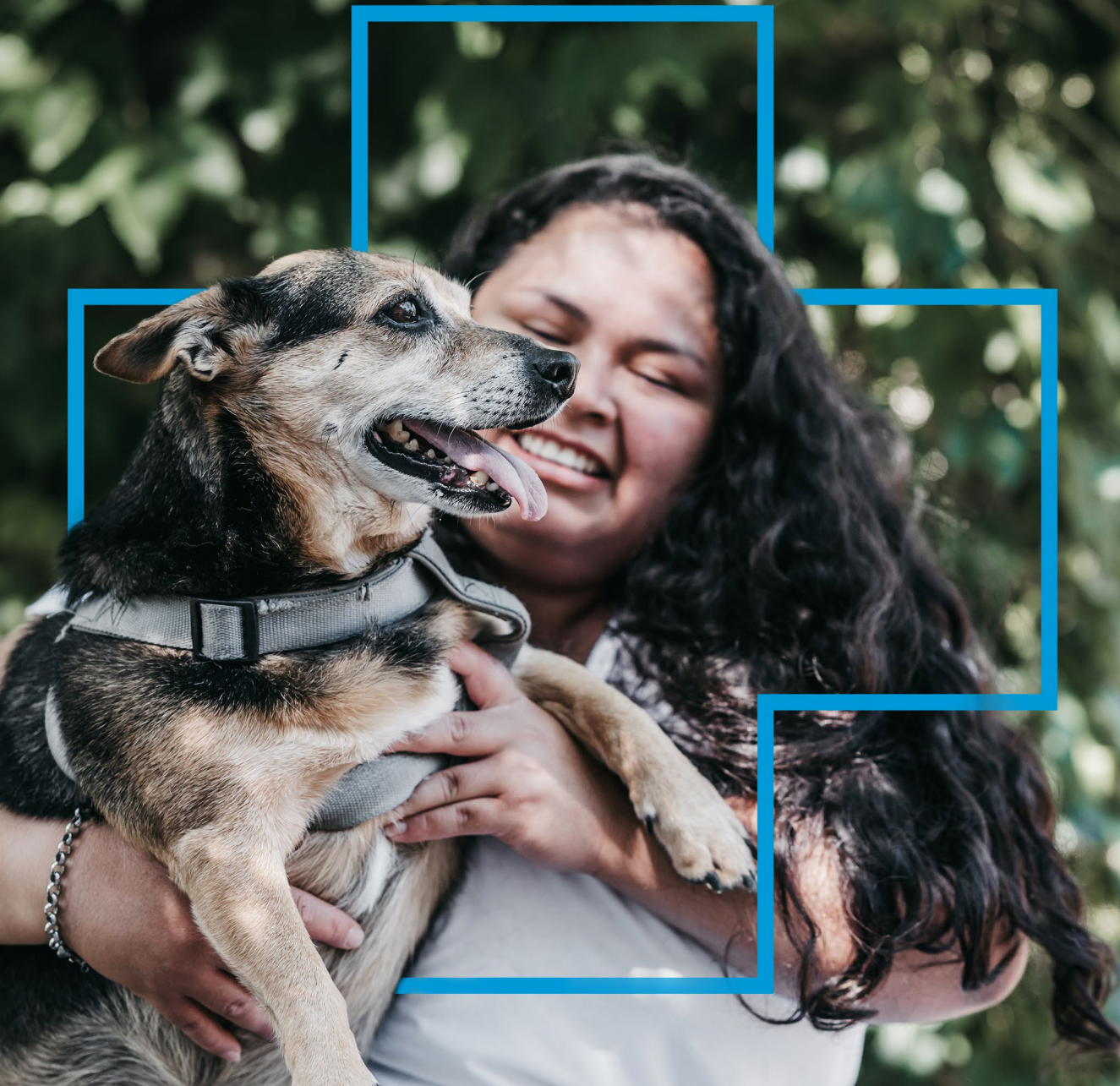
St. Amant Foundation

Cerebral Palsy  
Association of  
Manitoba

# Community development



Manitoba Blue Cross invests in programs and partnerships that strengthen communities and empower charitable initiatives to expand their impact. Through collaboration and innovation, we help ensure community resources continue evolving to meet the changing needs of Manitobans. By fostering meaningful connections across the province and beyond, we help create communities that are strong, resilient and equipped for the future.



# Winnipeg Sea Bears Summer Series

From June to August 2024, Manitoba Blue Cross partnered with the Winnipeg Sea Bears professional basketball organization to host a series of free youth summer camps, offering participants the chance to learn basketball from the pros. Camps were held in both Winnipeg and Brandon, with sessions dedicated to supporting Indigenous youth.

This was Manitoba Blue Cross's second year teaming up with the Winnipeg Sea Bears, providing youth with an inspiring opportunity to grow their skills, confidence and love for basketball while enjoying its many holistic benefits.

## FOR THE LOVE OF BASKETBALL

The Winnipeg Sea Bears Summer Series was created to provide high-quality basketball instruction for youth in Winnipeg. Following the overwhelming community support during the team's inaugural season in 2023, the Sea Bears recognized the need to enhance accessibility and learning opportunities. By offering youth summer camps at no cost – led by Sea Bears players and coaches – they continue to grow the game of basketball across Manitoba.



*Running these camps for free is instrumental in growing the game and providing youth with access to high-quality instruction. Half of our basketball camps are offered to kids in inner-city communities who might not otherwise have this opportunity. Thanks to Manitoba Blue Cross, we're able to secure gym time, provide t-shirts, and create a safe, supportive environment where kids can learn and thrive.*

**-Jay Hayes**  
Director, Business Development,  
Winnipeg Sea Bears



**13**

**camps offered  
at no cost**



**+600**

**kids had the  
opportunity to  
play basketball**



**3-month**

**duration**





# BLUE CROSS PARK

In 2023, Manitoba Blue Cross announced a new partnership with the Winnipeg Goldeyes, which included the renaming of the Goldeyes' downtown ballpark to Blue Cross Park. The 2024 season marked the beginning of the ten-year agreement, with Manitoba Blue Cross donating tickets to local baseball teams and community organizations such as:

- Agape Table
- Big Brothers Big Sisters of Winnipeg
- Bravestone Centre
- Dream Factory
- Keira's Crusade
- Pink Ribbon
- Pride Winnipeg
- United Way Winnipeg
- Red River Valley Baseball

## HOME OF THE WINNIPEG GOLDEYES

First opened in 1999, the ballpark has also served as a vibrant community venue for numerous charity events, concerts and amateur baseball competitions, including the 1999 Pan American Games and the 2017 Canada Summer Games.



**684**

*ticket donations  
over 38 games*



**4M+**

*ballpark visitors  
to date*



*Manitoba Blue Cross, the Winnipeg Goldeyes Baseball Club and the Field of Dreams Foundation have successfully partnered for many years. This year, we've recognized our shared goals for the community and have come together to make this partnership even bigger and better than before. Thanks to cumulative efforts of caring individuals and enhanced funding, together with our community outreach, program support, player accessibility and interactive visits, we are reaching further than ever. Plus, thanks to this partnership, many more deserving Manitobans can briefly step away from life's challenges to take in a Goldeyes baseball game courtesy of Manitoba Blue Cross at Blue Cross Park.*

**-Regan Katz**

Vice President and Chief Operating Officer,  
Winnipeg Goldeyes

**WINNIPEG GOLDEYES  
FIELD OF DREAMS FOUNDATION**

For the first time in 2024, Manitoba Blue Cross participated in the Winnipeg Goldeyes Field of Dreams golf tournament.

Now in its 27th year, proceeds from the tournament go towards the Winnipeg Goldeyes Field of Dreams Foundation, where funds are then allocated to numerous charities in our community, including the Cerebral Palsy Association, the Canadian Diabetes Association, the Children's Hospital Research Foundation and the Dream Factory.



Benjamin Graham, president and CEO of Manitoba Blue Cross, throwing the first pitch at the Winnipeg Goldeyes home opener.



# Wellness ambassadors



## HOW IT STARTED

The wellness ambassador program began in the summer of 2022, marking the launch of an exciting new initiative for Manitoba Blue Cross. This annual program not only allows students to engage directly with our community but also enables Manitoba Blue Cross to promote wellness through various interactions led by students who know and love our province.

In 2024, Manitoba Blue Cross's wellness ambassadors were on the move once again, actively engaging in a wide variety of community initiatives across the province. From participation in various events with the Assiniboine Park Conservancy to hosting a wellness booth at the Winnipeg Pride Festival, they proudly represented the six dimensions of wellness while interacting with members of the community. Our wellness ambassadors supported these efforts by distributing wellness-related educational materials, engaging the public through fun-filled activities and leading stretching and exercise sessions.

**We look forward to many more summers with our wellness ambassadors!**



*The best part about being a wellness ambassador is being able to use the knowledge I gained from school and apply it to the real world. This position allowed me the freedom to create and showcase my interests in an effective and creative manner, on top of being able to connect with the community through great initiatives like Pride Winnipeg and the Assiniboine Park's Summer Entertainment Series.*

**-Andrew Wiebe**  
Wellness Ambassador,  
Manitoba Blue Cross



**70**

events  
attended



*One of the best aspects of being a wellness ambassador is that no two days are the same. We have the opportunity to attend a variety of events, which allows us to engage with diverse groups of people and gain a better understanding of community needs. I take pride in sharing the free wellness resources offered by Manitoba Blue Cross with community members, as I believe that wellness should be accessible to everyone.*

**-Alexa Pommer**  
Wellness Ambassador,  
Manitoba Blue Cross



**81**

days in the  
community



*During my time as a wellness ambassador, I've been able to reach a lot of people. A highlight for me is being able to help those who enjoy making crafts through our hand health brochure and video series.*

**-Emily Melvin**  
Wellness Ambassador,  
Manitoba Blue Cross



**12K**

people  
reached





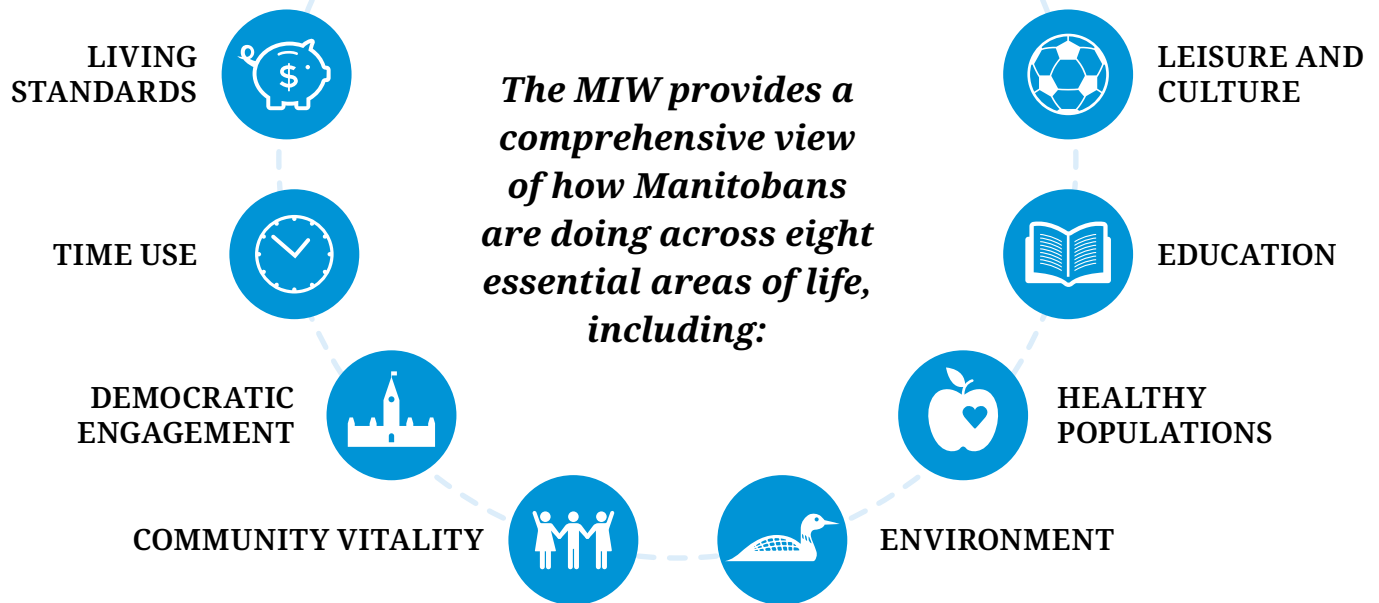
# Manitoba Index of Wellbeing

## HOW IT STARTED

In 2022, Manitoba Blue Cross began commissioning the first-ever Manitoba Index of Wellbeing (MIW) report through the University of Waterloo. This initiative built upon the framework of the Canadian Index of Wellbeing (CIW), a national initiative aimed at measuring and reporting on the overall wellbeing of Canadians. With the guidance and expertise of Dr. Bryan Smale, director of the CIW and lead researcher as well as Florent Thézard, business development lead at Manitoba Blue Cross, we successfully developed this groundbreaking report.

In April 2024, Manitoba Blue Cross publicly released the findings of the MIW, an evidence-based report being the first of its kind to quantify the wellbeing of Manitobans from 1994 to 2020.

Despite findings of economic growth in Manitoba—often considered an indicator of wellbeing—the index revealed challenges and shortcomings impacting both individual and community wellbeing. To bring these findings to life and foster meaningful dialogue, Manitoba Blue Cross launched a 10-week campaign dedicated to exploring the report’s findings. Each week, the campaign featured expert interviews focusing on one of the eight domains, offering in-depth insights into the challenges and opportunities within each area.



**Empowered by the knowledge gained from this comprehensive report and the insights shared by a diverse range of community thought leaders, we reaffirmed our commitment to supporting and strengthening Manitoba's communities. Together with the province we proudly call home, Manitoba Blue Cross aims to build a brighter, healthier future for all Manitobans.**



**+15%**

*of Manitobans reached through the campaign*



**+900**

*engagements on social media*



**+135K**

*video views*

*The index truly shows how interconnected the domains of wellbeing are and how each has a dramatic impact on the health and wellness of Manitobans. This report can help us all – as individuals, as leaders and as private and public entities – to support and strengthen the local communities by addressing gaps and opportunities, and celebrating our successes.*

**-Florent Thézard**

Lead, Wellness and EAP Business Development,  
Manitoba Blue Cross



**In 2024, Manitoba Blue Cross championed a range of initiatives that support community development through sports, recreation and active living. These organizations and events include, but are not limited to:**

Brandon U Athletics

Brandon Wheat Kings



Canadian Bodybuilding Federation

Keystone Centre

Manitoba Junior Hockey League

Manitoba JKA Karate

Rhythmic Gymnastics Regionals

Sturgeon Heights Community Club Winter Carnival

U16AA Ringette

U17G 1v1 Futbol Dreams Soccer Academy, Road to Nationals

Winnipeg National Bank Challenger

Golf Manitoba

Japan Karate Association of Manitoba, World Shotohan Karate Tournament



Nintai Dojo Karate

**Manitoba Blue Cross also contributed to a variety of meaningful events that bring Manitobans together, including:**



Assiniboine Park Conservancy's  
Canada Day and Wellness  
Wednesdays



Big Brothers Big Sisters of  
Winnipeg's BIG Scavenger Hunt



Santa Claus Parade

Sturgeon Heights Community Club  
Winter Carnival

Mossey River Days

Royal Manitoba Winter Fair



# 50 WISHES OF WELLNESS GIVEAWAY

In July 2024, Manitoba Blue Cross launched the 50 Wishes of Wellness giveaway, gifting \$1,000 a day for 50 days to Manitobans with a wellness wish in celebration of our 50th anniversary. These wishes could encompass any idea supporting personal well-being or the well-being of their community, reflecting wellness dimensions such as:

-  **physical**
-  **emotional**
-  **occupational**
-  **financial**
-  **social**
-  **intellectual**

“

*A thousand dollars can make a meaningful impact on many Manitobans and grant a wellness wish that otherwise may not be fulfilled. Through this giveaway, we can help more Manitobans lead a more balanced and meaningful life.*

**-Benjamin Graham**  
President and Chief Executive Officer,  
Manitoba Blue Cross

To enter, Manitobans shared a short video on Instagram about their wellness wish, explaining how they would use the \$1,000 towards a wellness initiative. The response was overwhelmingly enthusiastic, with participants uploading a range of unique videos that showcased their hobbies, passions and charitable causes close to their hearts.

After the winners were selected, we were thrilled to see their wellness wishes come to life. Many participants shared personal stories and photos, demonstrating how the \$1,000 made a meaningful impact on their lives and expressing heartfelt gratitude.




*Thank you so much to Manitoba Blue Cross. The wellness wish has been instrumental in my progress as a painter, and I am happy to share this photo to show some of my artwork with you.*


**-Scott**  
50 Wishes of Wellness Giveaway Winner

*The 50 Wishes of Wellness giveaway helped improve my wellness by supporting a trip to Northern Manitoba, where I reconnected with friends, enjoyed fishing with new gear and embraced the outdoors—boosting my mental health through adventure and relaxation. Thank you, Manitoba Blue Cross.*

**-Tara**  
50 Wishes of Wellness Giveaway Winner

**+330**  
wellness wish  
videos submitted



**25K**  
people reached  
in 50 days



# UNITED WAY CAMPAIGN

2024 marked another successful United Way campaign, surpassing our fundraising record for the fourth consecutive year and raising over

**\$148K**  
with corporate match.



United Way Winnipeg supports over 125 local non-profits dedicated to helping the city’s most vulnerable. Their areas of focus include poverty, employment skills, disability supports, mental health, neighbourhood safety and after-school programs, among others. With administration costs being fully covered by special events and a provincial government grant, 100 per cent of donations are directed toward helping Winnipeggers in need.

Among those organizations supported by the United Way is Big Brothers Big Sisters of Winnipeg. During our campaign kickoff, we had the privilege of hearing from their executive director, Jane Marion, who shared insights about their impactful youth mentorship programs and the difference they make for vulnerable young people in the community. In addition to raising funds for United Way, employees also gathered donations for Big Brothers Big Sisters and Koats for Kids.



*Employee response was incredible. We were thrilled with how many people joined us for each event – both in person and remotely. Feedback was overwhelmingly positive – employees were proud to work together to support an organization that shares our goal of improving our community.*

**-Andrea Duncan**  
United Way Campaign Committee Co-chair,  
Manitoba Blue Cross

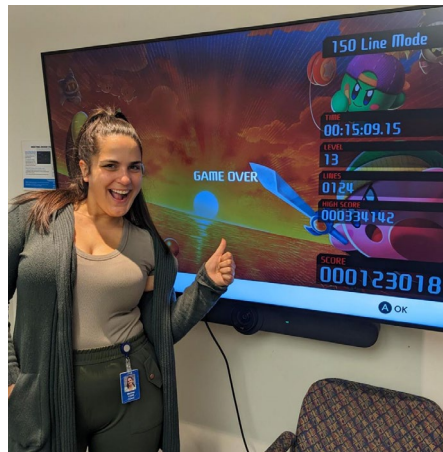
## UNITED WAY'S CAMPAIGN CHAIR AWARD

After a record-breaking 2024 campaign, Manitoba Blue Cross is honoured to receive United Way Winnipeg’s Campaign Chair award for the fourth consecutive year.

The Campaign Chair Award is the highest level of recognition awarded by United Way Winnipeg and is provided to organizations that demonstrate strong campaign growth and leadership.

With Manitoba Blue Cross celebrating its 50th anniversary, this year's campaign theme was "decades" – from the 1970s to present day. Activities included a pet rock decorating contest, video game competition, bake sale, '80s trivia and a costume contest. These fun and nostalgic events brought employees together to support a meaningful cause.

**Manitoba Blue Cross is deeply grateful for the opportunity to contribute to United Way and their incredible work across the community. The enthusiastic participation and unwavering charitable spirit of our employees continue to inspire and make a lasting impact.**





## DEDICATED TO ANIMAL WELFARE

Founded in 1894, the WHS is Manitoba's oldest animal shelter and welfare organization. Each year, the WHS supports thousands of animals through shelter services and community initiatives. In addition to providing care and shelter, the organization offers community support programs, veterinary services, emergency response and educational outreach.

# Winnipeg Humane Society

“

*We are so grateful to Manitoba Blue Cross for the gift they made to support the dogs' care. I'm happy to report that they have all been adopted and are happily living with their forever families.*

**-Lesley Lewis**

Director, Donor Relations,  
Winnipeg Humane Society

In 2024, our community faced a crisis involving the welfare of animals, with two large-scale dog seizures shocking the public. These events sparked the concern of many Manitoba Blue Cross employees who wanted to help. Manitoba Blue Cross responded with emergency donations to the Winnipeg Humane Society (WHS), ensuring these animals received the care and support they desperately needed.

The first incident occurred in May when authorities rescued 68 Maltese dogs from a Winnipeg home. This became the largest known animal seizure in the city's history, leaving the WHS overwhelmed as they worked to provide medical treatment and shelter for the dogs.

Just months later, in August, another shocking case unfolded just north of Winnipeg, where 137 dogs were seized from a property. With more than 600 animals in their care, the WHS was forced to freeze intakes as they worked tirelessly to accommodate the sudden influx of animals.

Through these challenging times, Manitoba Blue Cross was proud to provide support, helping ensure these dogs received the care and attention they needed while highlighting the resilience and dedication of the WHS.



*Within a day of hearing about the urgent request from the Winnipeg Humane Society to help with the care of hundreds of dogs recently rescued, I learned that Manitoba Blue Cross had already responded with a donation and provided information to employees on how we could personally help. I am proud to work at a company that encourages their employees to be involved in their community, and provides support to all residents of Manitoba, including those with fur, and those without.*

**-Christine Komar**

Data Steward, Data Services,  
Manitoba Blue Cross



**230**

*lost animals  
reunited with  
their families*



**4,170**

*animals found  
their forever  
homes*



**6,240**

*spay and neuter  
surgeries performed  
in shelter*



# Employee volunteer commitment

In 2024, we witnessed a remarkable commitment from Manitoba Blue Cross employees who donated their time, energy and skills by volunteering for a range of valuable causes in the community. These organizations include but are not limited to:

- Agape Table
- Children’s Hospital Research Institute of Manitoba
- Christmas Cheer Board
- Dream Factory
- Harvest Manitoba
- Koats for Kids
- Siloam Mission
- Super Spike
- United Way Winnipeg
- Winnipeg Animal Services
- Winnipeg Humane Society

At Manitoba Blue Cross, we believe that volunteering not only enriches our local communities but also provides immense personal benefits such as increased happiness and overall well-being.

## EMPOWERING VOLUNTEERS

In July 2023, Manitoba Blue Cross introduced a new volunteer time off policy for both part-time and full-time employees. The policy provides all active and term employees with a designated number of paid hours to volunteer with approved organizations of their choice.



# 784

volunteer hours  
utilized



# 123

employees  
volunteered



*When I learned about the number of Manitobans who rely on food banks each month, I was shocked and saddened. This prompted me to reflect on the potential impact that individuals or small teams can have as every hour of volunteer effort accumulates and makes a substantial difference for programs that rely on volunteers. In fact, the volunteer efforts at Harvest Manitoba are equivalent to the work of 20 full-time employees each year! This demonstrates how significant volunteering is in our community. I take pride in knowing that my team contributed to this effort in 2024. Our time at Harvest Manitoba was rewarding, educational and it fostered a sense of belonging and teamwork among our group.*

**-Laurie Gordon**

Manager, Corporate Compliance Services,  
Manitoba Blue Cross

*In 2024, I had some amazing opportunities volunteering with Manitoba Blue Cross, and one of my favorite experiences was the plane pull event for the United Way campaign. It was my first time participating, and I found it both exciting and rewarding. Being part of such a unique event while representing Manitoba Blue Cross made it even more special, and it reinforced how much I enjoy getting involved in community initiatives. I also think everyone should participate in that particular event at least once!*

**-Jessica Espin**

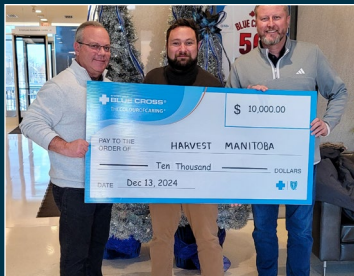
Human Resources Coordinator,  
Manitoba Blue Cross





# Holiday giving

As part of our annual holiday giving initiative, we are committed to supporting charitable organizations and empowering them to do what they do best. In 2024, we provided funds to several valuable organizations in the community, including:



## HARVEST MANITOBA

Harvest Manitoba collects and shares healthy, nutritious food to individuals and families in need across the province. Through a network of food banks and community agencies, they provide essential support while also leading education and advocacy efforts to address poverty and food insecurity.



## KOATS FOR KIDS

Koats for Kids is part of United Way Winnipeg’s commitment to helping children and youth, especially during Manitoba’s harsh winters. Every year, from September to January, they distribute winter outerwear – coats, hats, mittens and boots – to families in need through schools, daycares and social service agencies.



## MAIN STREET PROJECT

Main Street Project provides shelter and support for individuals in the community experiencing homelessness and addiction. Guided by harm reduction and housing first philosophies, they offer a range of resources, including a weekly food bank, housing support services, withdrawal management services, mobile community outreach and more.



## SILOAM MISSION

Siloam Mission offers programs and services to Winnipeggers experiencing homelessness and addiction. Their support includes emergency shelter, daily meals, clothing, health care and hygiene supplies, employment training and other resources aimed at fostering compassion, healing and recovery.

# Diversity, equity and inclusion



Manitoba Blue Cross is committed to building communities where all Manitobans feel valued, included and supported. We actively seek to expand our knowledge, foster understanding and uplift the diverse populations across Manitoba. By celebrating and championing inclusivity, we aim to create a welcoming environment where every voice is heard, valued and empowered. Through continuous learning and meaningful engagement, we strive to help shape a more equitable and inclusive future for all.



# Pride Winnipeg



June 2024 marked the second consecutive year that Manitoba Blue Cross employee volunteers, along with friends and family, proudly participated in the Pride Winnipeg Parade. Beginning near the Manitoba Legislative Building and finishing outside of Blue Cross Park, Manitoba Blue Cross came together as a united front to celebrate and advocate for the 2SLGBTQIA+ community.

In addition to marching in the parade, our wellness ambassadors hosted a booth at the Pride Winnipeg Festival located at the Forks, promoting wellness while having fun all weekend long.



*At Manitoba Blue Cross, we believe engaging and supporting the community in which we live and work is essential. By celebrating Pride Month and participating in the Pride Winnipeg Parade, we proudly demonstrated our commitment to being allies of the 2SLGBTQIA+ community. Witnessing the energy and unity among participants and supporters was truly inspiring. As an HR leader, I believe we must continue fostering connections and facilitating open dialogue.*

**-George Hakim**  
Manager, Human Resources,  
Manitoba Blue Cross

## ROOTED IN HISTORY

Since 1987, Pride Winnipeg has been a cornerstone of celebration and advocacy for the 2SLGBTQIA+ community. Held annually, it showcases a wide variety of cultural events that honour diversity and support individuals within and allied to the 2SLGBTQIA+ community.

**+45** 

community events held during Pride season

**+6K** 

participants in the 2024 Pride Parade

*I was grateful for the opportunity to participate in the Pride Winnipeg Parade and walk alongside my co-workers from Manitoba Blue Cross. The energy throughout the crowds was absolutely electric, and I couldn't wipe the smile off my face! It was inspiring to witness so many people come together to celebrate and support the 2SLGBTQIA+ community.*

**-Nicole Nienhuis**

Marketing and Communications Coordinator,  
Manitoba Blue Cross



# Indigenous Youth Storytelling Program

## SUPPORTING INDIGENOUS YOUTH

The Indigenous Youth Storytelling Program is a collaborative effort between the Seven Oaks School Division's Mino Bimaadiziwin program (Anishinaabemowin, meaning "The Good Life") and the Assiniboine Park Conservancy. It provides a platform for youth to explore and learn their ancestral ways through land-based teachings, storytelling, songs and various forms of expression. During the summer months, participants gather weekly at Winnipeg's Assiniboine Park to explore and celebrate their heritage.

Since its inception in 2021, Manitoba Blue Cross has supported Assiniboine Park Conservancy's Indigenous Youth Storytelling Program. This partnership, a five-year term running from 2021 to 2024, fosters connection, learning and cultural engagement among Indigenous youth.



Photo credit: Assiniboine Park Conservancy


In 2024, the program offered a full slate of activities, allowing participants to learn from various Elders and Knowledge Keepers while building meaningful connections. Highlights included opening and closing pipe ceremonies, feasts, a Sweat Lodge ceremony, a video filming and editing skills workshop, drum teachings, traditional Indigenous games and mural creation.


New to the curriculum this year was the integration of the Circle of Courage, a model of empowerment that guides youth toward a state of harmony through its four key principles: belonging, mastery, independence and generosity.



Photo credit: Assiniboine Park Conservancy

**14**  *students participated*

**8**  *sessions offered, plus an additional gathering to unveil the students' murals*

**8**  *Elders and Knowledge Keepers provided support and insights*

### INDIGENOUS PEOPLES DAY

As a partner of the Indigenous Youth Storytelling Program, Manitoba Blue Cross was honoured to participate in Indigenous Peoples Day at Assiniboine Park in June 2024. Our wellness ambassadors were on-site, representing Manitoba Blue Cross by engaging attendees through games, distributing prizes and promoting education about the dimensions of wellness.

### PARTICIPANT FEEDBACK

**What was your favourite part of the Indigenous Youth Storytelling Program and why?**

*My favourite part was meeting all the Elders and Knowledge Keepers who visited throughout this summer. I learned a lot from the teachings, ceremonies and stories they shared. I also loved having the mentorship of Indigenous Assiniboine Park Conservancy staff.*

**-Indigenous Youth Storytelling Program Student**



**What have you learned about yourself throughout the program?**

*I learned that it's okay to share what's on my mind, and I learned that I am quite strong.*

**-Indigenous Youth Storytelling Program Student**





Students in Churchill, Manitoba

## ABOUT SHAD CANADA

Established in 1981, Shad Canada offers a widespread STEAM (science, technology, engineering, arts and mathematics) and entrepreneurship program for students from diverse backgrounds. By fostering creativity, leadership and innovation, Shad Canada continues to shape the leaders of tomorrow.

# Shad Canada's program at the University of Manitoba

In July 2024, Manitoba Blue Cross continued our commitment to empowering youth through Shad Canada's program at the University of Manitoba. This partnership, a three-year term running from 2023 to 2025, aims to inspire young minds and nurture talent by connecting students from diverse backgrounds with university staff, faculty and resources. The program highlights the possibilities of pursuing post-secondary education at the University of Manitoba as well as presenting other opportunities across the province.

“

*Thanks to Manitoba Blue Cross, youth get a head start on building strong and successful futures. Through their generous support, Shad Canada is cultivating the next generation of leaders and changemakers, delivering transformational experiences that prepare young people for opportunities ahead.*

-Shad Canada

Shad Canada offers students from grades 10 and 11 an immersive experience through hands-on activities, including lectures, workshops and field trips, enabling students to explore various education and career paths. The 2024 program challenge was particularly impactful, focused on “helping youth in Canada integrate affordable and reliable green energy sources into their everyday lives to create more sustainable communities.” This year’s theme reflects the urgent need for innovative and sustainable solutions, preparing students to become active contributors to a greener future.



Students present on the topic of sustainability

**40** 

*students participated*

**20** 

*panels, workshops and presentations were held*

**14** 

*alumni leveraged their Shad experience into life-changing scholarships*

*I would like to extend my appreciation for your sponsorship, which allowed me to attend Shad 2024. When I heard about Shad, I wanted to be part of a community of teens who hold a passion for science and innovation. Your support made it possible to fulfill that dream by becoming a part of this extraordinary program, and I'm grateful.*

*Shad has impacted me a lot in terms of my outlook toward the world. All of the activities with fellow peers and program leaders, along with the very motivating guest speakers, were amazing. Being surrounded by so much talent and drive opened my mind to innovative ideas and pushed me to start working for my goals.*

*This has been an enriching experience that not only aided in my understanding of science and technology but also helped to instill a sense of confidence and determination within me. I'm confident that lessons learned at Shad will continue to be what shapes my pathway moving forward.*

*Had it not been for your financial support, attending at Shad would not have been possible. You believed in me and gave me the passion to become the best version of myself.*

*Thank you so much for your immense support and for really making a difference in the lives of students like me.*

**-Bayo Awe**  
Shad Student,  
Winnipeg, Manitoba



# Medical Careers Exploration Program

Since 2021, Manitoba Blue Cross has proudly contributed funds to the Pan Am Clinic Foundation's Medical Careers Exploration Program (MCEP). This unique initiative provides Indigenous high school students with the educational support and encouragement they need to successfully pursue careers in the healthcare sector. Recognizing the underrepresentation of Indigenous people in health care, the MCEP specifically empowers Indigenous youth to explore a variety of careers while gaining hands-on experience alongside medical professionals.

In 2024, the program celebrated another successful year, supported by Manitoba Blue Cross's continued generosity and commitment to this impactful initiative.



**100**

*students participated in the program*



**13**

*students from the program graduated, with 10 pursuing post-secondary education*

## DISCOVERING MEDICAL PROFESSIONS

Launched in 2007, the MCEP introduces Indigenous high school students from the Winnipeg School Division and Southeast Collegiate to careers in medicine and health care. This one-of-a-kind program offers students in grades 10 to 12 the opportunity to explore a wide range of professions through hands-on experiences at various hospitals and clinics across Winnipeg.



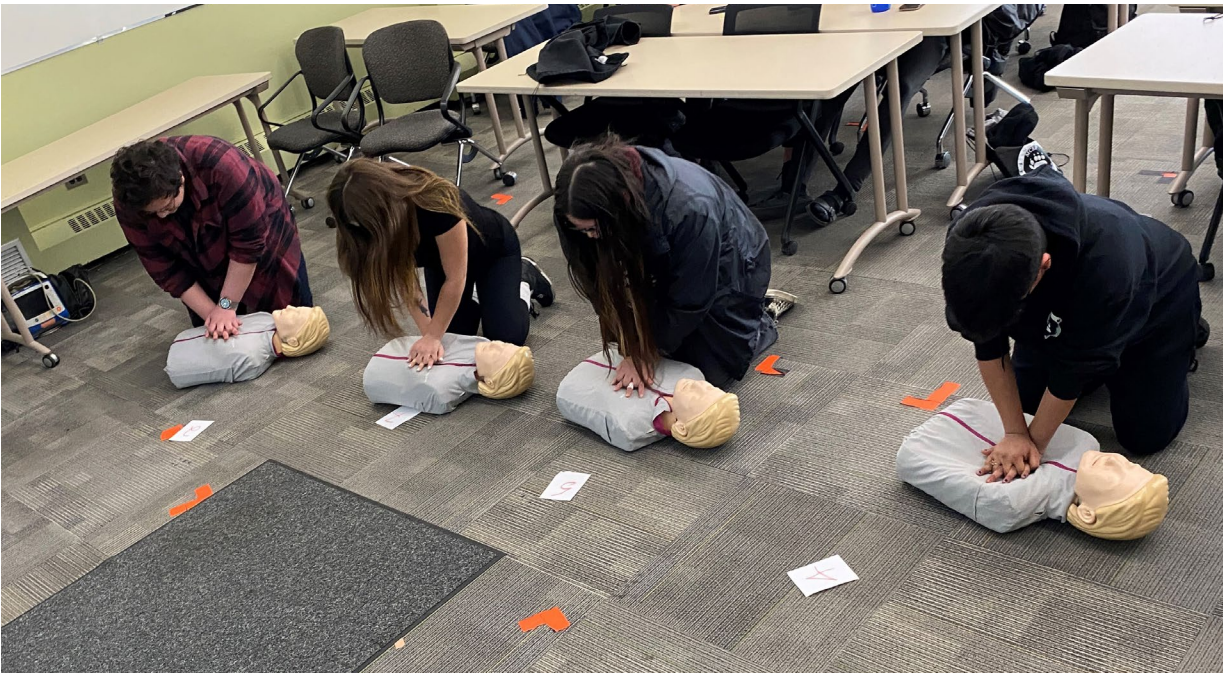
**+400**

*students have benefited from the program since inception*

“

*I've just completed my first semester in athletic therapy, and it's been really interesting so far. As part of MCEP, I've spent time in the gross anatomy lab and did a dissection. That experience and exposure to medical terms has given me a head start at university. I still get to hear about the program through my brother who is enjoying some of the same experiences that I've had. I can't tell you how many people I've talked to who wish this program would have been available when they were in high school. This was an incredible learning opportunity for me.*

**-Ethan Temmerman**  
MCEP Student Graduate



**In 2024, Manitoba Blue Cross provided support for a variety of community initiatives that foster diversity, equity and inclusion. These organizations and events include, but are not limited to:**



**Club Venezuela of Manitoba's  
First Congress of Hispanic Women  
of Manitoba**

**Colombian Alliance's  
CAMI Festival**

**Jamaican Association's  
Block Party**



**Indspire's National Gathering for  
Indigenous Education**

**Christine's Beaded Creations,  
Tiny Orange Shirt Pins**



**Home Instead's  
Be a Santa to a Senior Program**



**PCHS Manitoba's Punjabi  
Community Health Fair**

# Scholarships and bursaries



Manitoba Blue Cross believes that today's youth are the leaders of tomorrow. With the rising cost of education, financial barriers may prevent many students from accessing post-secondary opportunities. We are committed to fostering learning and growth by offering scholarships and bursaries to Manitobans who may not otherwise have the opportunity to pursue higher education. By investing in Manitoba students, we help build a brighter future for our communities and empower the next generation to succeed.



# Support for Manitoba students



As the cost of post-secondary education remains one of the most pressing challenges facing students today, Manitoba Blue Cross awarded a range of scholarships and bursaries to Manitoba students in 2024. These awards are specifically tailored to Manitobans pursuing full-time education at a post-secondary school within the province, including support for Indigenous students, those with disabilities and individuals studying fields such as social work, medical rehabilitation and dental medicine.

## HOW IT STARTED

In 1985, Manitoba Blue Cross established the scholarship and bursary program to recognize high scholastic achievement and encourage more students to pursue higher education. Over the past three decades, we've had the honour of supporting hundreds of students, empowering them to turn their educational aspirations into reality.

“

*Dear Manitoba Blue Cross,*

*Thank you for investing in the University of Manitoba with your gift to the Manitoba Blue Cross Entrance Bursary.*

*As we continue to adjust to a changing world, it is reassuring to know that we can count on donors like you to support dedicated students – the next generation of problem-solvers and community builders.*

*Your gift is a commitment to the shared goals and collective vision of our University of Manitoba community. Thank you. Merci. Miigwech.*

**-Vanessa Koldingnes**  
Vice-President (External),  
University of Manitoba



**\$79K**

**awarded to  
students across  
Manitoba**

**In 2024, recipients attended the following post-secondary institutions:**

- Assiniboine Community College
- Brandon University
- Canadian Mennonite University
- Red River College Polytechnic
- University College of the North (Flin Flon)
- University of Manitoba
- University of Winnipeg
- Winnipeg Technical College



**6**

**Indigenous  
students were  
awarded funds  
through the  
Manitoba Blue  
Cross Indigenous  
Northern  
Scholarships**



**INDSPIRE**

Through the Manitoba Blue Cross Indigenous Northern Scholarships, in partnership with Indspire, we provide comprehensive educational support to Indigenous students pursuing careers in social work and counselling. This includes personal health plan coverage during the school year and the unique possibility of an internship, co-op placement or practicum with Manitoba Blue Cross's renowned Employee Assistance Program.

*Dear Manitoba Blue Cross,*

*I offer my gratitude to you today along with my own personal thanks for your generous commitment to First Nation, Inuit and Métis students. Your support of Indspire's Building Brighter Futures: Bursaries, Scholarships and Awards is much appreciated.*

*By investing in Indigenous students across Canada through the Manitoba Blue Cross Indigenous Northern Spirit Scholarships, you are encouraging and supporting them, converting their ambitions and aspirations into solid achievement and brighter futures. Your commitment to Indigenous education sends a clear message that every student should be given the chance to succeed, and for that we are grateful.*

**-Mike DeGagné**  
President and CEO,  
Indspire



# Health education and research



Manitoba Blue Cross is dedicated to advancing health education and research through our support of the Manitoba Medical Service Foundation (MMSF). As the primary contributor of funding and administrative resources, we help drive Manitoba-based research and education, ranging from medical and scientific studies to the work of allied health professionals. Through our ongoing investment in MMSF, we contribute to innovation and improved health outcomes, ensuring a healthier future for all Manitobans.



# The Manitoba Medical Service Foundation

The Manitoba Medical Service Foundation (MMSF) is committed to supporting Manitobans through innovative, Manitoba-based health education and research, spanning medical, scientific studies and allied health fields, including social work, physiotherapy, kinesiology, social work, nursing and dental medicine. With the ongoing and generous funding and support from Manitoba Blue Cross, MMSF contributes to the incredible work of local researchers and students who are shaping the future of health care.

## In 2024:

**9** 

researchers received operating grants (\$299,580 in total)

**\$80K** 

in BSc Dental and BSc Medicine funding

**12** 

students received awards (\$12,000 in total)

**\$200K** 

in operating funds provided by Manitoba Blue Cross

**2** 

researchers received early career awards (\$230,000 in total)

**\$630,580** 

in total funding

## A LASTING LEGACY

Established in 1943, the Manitoba Medical Service (MMS) provided equitable health care for Manitobans until universal Medicare arrived in 1969. Rather than receiving individual disbursements, MMS shareholders created a lasting legacy by donating the remaining funds. With support from Manitoba Blue Cross, MMSF was formally established in 1971 with a vision to service Manitobans through health education and research in collaboration with other Manitoba-based organizations.

## MANITOBA STUDENT HEALTH RESEARCH FORUM

In June 2024, the MMSF, in partnership with Manitoba Blue Cross, supported the Manitoba Student Health Research Forum (MSHRF) through a platinum sponsorship. With more than 180 graduate students in attendance, the MSHRF created a unique celebration of excellence in health research.

Hosted by the University of Manitoba, the annual event provides an opportunity for graduate students to network with peers and mentors, explore cutting-edge research from renowned experts and receive recognition for their outstanding scientific accomplishments. By fostering student engagement in research, the MSHRF helps support the next generation of innovators, highlighting both the diversity and exceptional quality of health research in Manitoba.

 **+25%** increase in attendance



599 EMPRESS STREET

599

Manitoba Blue Cross employees pose for a 50th-anniversary photo outside of our home office.



**We are united in our mission to support the health and well-being of all Manitobans.**



## *Recognized for putting people and service first*

We are proud to stand as one of the best and most trusted benefits providers in Canada and as a top employer year after year.




2024 COMMUNITY AWARD  
2024 HEALTH AND  
WELLNESS AWARD


### **Stay connected to us**

Follow along as we create meaningful connections and engage with Manitoba communities all year long.

[mb.bluecross.ca](https://mb.bluecross.ca)

 @manitobabluecross

 @mbbluecross

 Manitoba Blue Cross



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